

Date: January 08, 2024,

BSE Limited
Phiroze Jeejeebhoy Towers,
Dalal Street
Mumbai- 400 001

SCRIP CODE: 543895

Subject: Press Release

Reference: Regulation 30 of the Securities and Exchange Board of India (Listing Obligations and Disclosure Requirements) Regulations, 2015. ('Listing Regulations').

Dear Sir/ Madam,

With reference to the captioned subject, please find enclosed herewith the press release by the Company titled *"New Event IP Announcement - Exhicon expands portfolio, ventures into Music Event IP's, announces Pune Music Festival"*.

You are requested to kindly take the above information on record.

Thanking You,

Yours Faithfully
For **Exhicon Events Media Solutions Limited**

Quaim Mohammad Syed
Managing Director
DIN: 03163591

EXHICON EVENTS MEDIA SOLUTIONS LIMITED

(Formerly Known as Exhicon Events Media Solutions Private Limited) CIN:U74990MH2010PLC208218

Regd. Office: 103, Crystal Paradise, DS Road, off Veera Desai Road,
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EXHICON EXPANDS PORTFOLIO, VENTURES INTO MUSIC EVENT IP'S, ANNOUNCES PUNE MUSIC FESTIVAL

Exhicon is thrilled to announce its foray into the vibrant world of music events with the launch of the *Pune Music Festival*. Scheduled to take place at Messe Global Pune Laxmi Lawns from February 23rd to March 9th, 2024.

The inaugural edition of the '*Pune Music Festival*' boasts an impressive lineup featuring renowned artists from various genres. Bhajan Samrat Padma Shri Anup Jalota, the soul-stirring Sufi & Qawwali maestro Lakhwinder Wadali of Wadali Brothers, the melodious Bollywood singer Jaspinder Narula, Indian Idol sensation Salman Ali, and a special performance by the talented Rehman Khan are set to grace the stage.

Highlighting the diversity of musical talent, the festival will showcase "Ghazlo'n Ka Safar" with performances by Agam Nigam, Triloki Prasad, Jazim Sharma, & Renu Nagar. The audience can expect a mesmerizing journey through the enchanting world of ghazals.

The Pune Music Festival is just the beginning of Exhicon's musical journey. Following the Pune event, the festival will travel to other cities, bringing the joy of music to audiences across the country.

About the Music Festival Market in India

The announcement comes on the heels of a recent report by BookMyShow, revealing a remarkable 82% year-on-year increase in footfall at music festivals in India in 2023. With a total attendance of 13.5 million, this surge was particularly driven by music enthusiasts from Tier-II cities, showcasing the widespread appeal and growing popularity of music festivals in the country.

Exhicon is excited to contribute to this thriving landscape, delivering unforgettable musical experiences that transcend boundaries and celebrate the rich cultural tapestry of India.



ANUP JALOTA
23RD FEB



JASPINDER NARULA
9TH MARCH



LAKHWINDER WADALI
2ND MARCH



GHAZLO'N KA SAFAR
8TH MARCH



SALMAN ALI
24TH FEB



REHMAN KHAN
1ST MARCH

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